

WHAT IS CLAIMED IS:

1. A method for operating a telematics unit within a mobile vehicle, the method comprising:
  - 5 receiving a request to initiate at least one telematics service;
  - determining if the at least one requested telematics service is associated with a special billing plan; and
  - implementing the special billing plan responsive to the determination.
- 10 2. The method of claim 1, further comprising:
  - operating the telematics unit within the at least one requested telematics service.
- 15 3. The method of claim 1, wherein implementing the special billing plan responsive to the determination comprises:
  - determining if a remaining special time value of the special billing plan is not equal to zero;
  - decrementing the remaining special time value when the remaining time value is not equal to zero; and
  - 20 incrementing a special billing time value when the remaining time value is zero.
- 25 4. The method of claim 3, wherein the remaining time value is a predetermined time value.

5. The method of claim 1, wherein requested telematics service is a promotional service.

5 6. The method of claim 1, further comprising:  
implementing a standard billing plan when the determination is  
negative.

10 7. The method of claim 1, further comprising:  
determining a transmission mode of the telematics unit.

8. The method of claim 7, wherein the transmission mode is selected  
from the group consisting of: a data mode and a voice mode.

15 9. The method of claim 1, further comprising:  
sending an updated telematics service account value to a call  
center.

20 10. The method of claim 9, wherein the updated telematics service  
account value is selected from the group consisting of: a special time value and a  
special billing time value.

11. A computer readable medium for operating a telematics unit within a mobile vehicle, comprising:

5 computer readable code for processing a request to initiate at least one telematics service;

computer readable code for determining if the at least one requested telematics service is associated with a special billing plan; and

computer readable code for implementing the special billing plan responsive to the determination.

10

12. The computer readable medium of claim 11, further comprising:

computer readable code for operating the telematics unit within the at least one requested telematics service.

15 13. The computer readable medium of claim 11, wherein the computer readable code for implementing the special billing plan responsive to the determination comprises:

computer readable code for determining if a remaining special time value of the special billing plan is not equal to zero;

20 computer readable code for decrementing the remaining special time value when the remaining time value is not equal to zero; and

computer readable code for incrementing a special billing time value when the remaining time value is zero.

25 14. The computer readable medium of claim 13, wherein the remaining time value is a predetermined time value.

15. The computer readable medium of claim 11, wherein requested telematics service is a promotional service.

30

16. The computer readable medium of claim 11, further comprising:  
computer readable code for implementing a standard billing plan  
when the determination is negative.

5

17. The computer readable medium of claim 11, further comprising:  
computer readable code for determining a transmission mode of  
the telematics unit.

10 18. The computer readable medium of claim 17, wherein the  
transmission mode is selected from the group consisting of: a data mode and a  
voice mode.

15 19. The computer readable medium of claim 11, further comprising:  
computer readable code for sending an updated telematics service  
account value to a call center.

20 20. The computer readable medium of claim 11, wherein the updated  
telematics service account value is selected from the group consisting of: a  
special time value and a special billing time value.

21. A system for operating a telematics unit within a mobile vehicle, the  
system comprising:  
means for receiving a request to initiate at least one telematics  
25 service;  
means for determining if the at least one requested telematics  
service is associated with a special billing plan; and  
means for implementing the special billing plan responsive to the  
determination.

30